



KSHB-TV

ORDER

Flight Dates **10/31/12-11/05/12**

Contract / Revision **316264 /**
Original Date / Revision
 10/29/12 10/29/12
Advertiser **Kinder / Republican / Lt Gov**
Agency **Patrick Media**
Buying Contact
216 W. Washington
Marshfield, MO 65706

Product
Kansas City 10/30-11/5
Agency Com 15%
Billing Contact **Will Thompson**
P O Box 317
Marshfield, MO 65706

Sales Office KSHBN
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Friends of Peter Kinder**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Mike Wang

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Mike Wang | 100% | | |

| Order Share % | Market Value | |
|-------------------|--------------|--------|
| Competing Station | % of Order | Amount |
| CABLE | % | |
| KCPT | % | |
| KCTV | % | |
| KCWE | % | |
| KMBC | % | |
| KMCI | % | |
| KPXE | % | |
| KSMO | % | |
| UNKWN | 100% | |
| WDAF | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| November 2012 | 35 | \$17,263.50 | \$20,310.00 | 0.00 | 10/29/12 | 11/05/12 | 35 | \$17,263.50 | \$20,310.00 |
| Totals | 35 | \$17,263.50 | \$20,310.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|----------|---------------|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 5a NBC Action News at 5a | CM | 5-6a | M-WTF-- | :30 | 0 | \$150.00 | P-2 | 0.00 NM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | --WTF-- | | 3 | | | \$150.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | 1 | | | \$150.00 | | 0.00 | | | |
| N 2 | KSHB | 10/31/12 | 11/05/12 | Today Show Today Show | CM | 7-9a | M--T--- | :30 | 1 | \$750.00 | FX | 0.00 NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | ---T--- | | 1 | | | \$750.00 | | 0.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | 1 | | | \$750.00 | | 0.00 | | | |
| N 3 | KSHB | 10/31/12 | 11/05/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | M-WTF-- | :30 | 1 | \$40.00 | P-3 | 0.00 NM | 4 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |



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Print Date: 10/29/12

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Contract / Revision **316264** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:20:00

Advertiser **Kinder / Republican / Lt Gc** Product **Kansas City 10/30-11/5**

Estimate # **Friends of Peter Kinder**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | KSHB | 10/31/12 | 11/05/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | M-WTF-- | :30 | 1 | \$40.00 | P-3 | 0.00 | NM | 4 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$40.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$40.00 | | 0.00 | | | |
| N 4 | KSHB | 10/31/12 | 11/05/12 | M-F 430-5p Action News @ 430PM | CM | 430-5p | M-WTF-- | :30 | 0 | \$350.00 | P-2 | 0.00 | NM | 4 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$350.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| N 5 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 5p NBC Action News at 5p | CM | 5-530p | --WTF-- | :30 | 0 | \$600.00 | P-1 | 0.00 | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$600.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$600.00 | | 0.00 | | | |
| N 6 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 5p NBC Action News at 5p | CM | 5-530p | M----- | :30 | 0 | \$900.00 | FX | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----- | | | | | 0 | \$900.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| N 7 | KSHB | 10/31/12 | 11/05/12 | Nightly News Nightly News | CM | 530-6p | --W-F-- | :30 | 0 | \$1,800.00 | P-1 | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W-F-- | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$1,800.00 | | 0.00 | | | |
| N 8 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 6p NBC Action News at 6p | CM | 6-630p | --WTF-- | :30 | 0 | \$800.00 | P-1 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --WTF-- | | | | | 3 | \$800.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$800.00 | | 0.00 | | | |
| N 9 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 6p NBC Action News at 6p | CM | 6-630p | M-WTF-- | :30 | 1 | \$1,200.00 | FX | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----- | | | | | 0 | \$1,200.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| N 10 | KSHB | 10/31/12 | 11/05/12 | M-F Late News M-F Late News | CM | 10-1035p | M-T--- | :30 | 1 | \$1,300.00 | P-1 | 0.00 | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| N 11 | KSHB | 10/31/12 | 11/05/12 | Sa Today Show Sa Today Show | CM | 6-8a | -----S- | :30 | 1 | \$225.00 | P-1 | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$225.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$225.00 | | 0.00 | | | |
| N 12 | KSHB | 10/31/12 | 11/05/12 | Sa 8-10a Sa 8-10am | CM | 8a-10a | -----S- | :30 | 1 | \$250.00 | P-1 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$250.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$225.00 | | 0.00 | | | |
| N 13 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 5p NBC Action News at 5p | CM | 5-530p | -----S- | :30 | 1 | \$400.00 | P-1 | 0.00 | NM | 1 | \$400.00 |



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Kinder / Republican / Lt Gc** Product **Kansas City 10/30-11/5**

Estimate # **Friends of Peter Kinder**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 13 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 5p Sa NBC Action News at 5p Sa | CM | 5-530p | -----S- | :30 | 1 | \$400.00 | P-1 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$400.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$400.00 | | 0.00 | | | |
| N 14 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 6p Sa Sa 6-630p | CM | 6-630p | -----S- | :30 | 1 | \$450.00 | P-1 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$450.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$450.00 | | 0.00 | | | |
| N 15 | KSHB | 10/31/12 | 11/05/12 | Sa Late News Late News Sa | CM | 10-1030p | -----S- | :30 | 1 | \$1,100.00 | P-1 | 0.00 | NM | 1 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$1,100.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$450.00 | | 0.00 | | | |
| N 16 | KSHB | 10/31/12 | 11/05/12 | Su Today Show Su Today Show | CM | 7-8a | -----S | :30 | 1 | \$275.00 | P-1 | 0.00 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$275.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$275.00 | | 0.00 | | | |
| N 17 | KSHB | 10/31/12 | 11/05/12 | Sun 8-9a Sun 8-9a | CM | 8-9a | -----S | :30 | 1 | \$250.00 | P-1 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$250.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$275.00 | | 0.00 | | | |
| N 18 | KSHB | 10/31/12 | 11/05/12 | NBC Action News at 5p Su NBC Action News at 5p Su | CM | 5-530p | -----S | :30 | 1 | \$400.00 | P-1 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$400.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$400.00 | | 0.00 | | | |
| N 19 | KSHB | 10/31/12 | 11/05/12 | Su Late News Late News Su | CM | Late News Su | -----S | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$800.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | ----- | | | | | 0 | \$800.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 35 | \$20,310.00 |